

## Course Material - Pictory.ai

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### 1. Accessing Pictory.ai

- Visit [Pictory.ai](#)
- Click on **Sign In**.
- Enter your email and password or sign in using **Google** or **Facebook**.
- If new, click **Sign Up** to create an account.

The screenshot shows the Pictory.ai website. At the top, there's a navigation bar with links for "Who Uses Pictory", "Features", "Learn", "Enterprise", "Pricing", and "Login". There's also a "Talk To Sales" button and a "FREE TRIAL" button. The main content area features a large purple banner with the text "The easiest way to create professional videos for Educational Professionals". Below the banner, it says "Create engaging videos in minutes using the power of AI." and has a "Get started for FREE" button. To the right, there's a video player showing two people in a studio setting, with the text "ADVANCE SKILLS" overlaid. A message from an AI named "Pickford" is displayed: "Hi, I'm Pickford. Welcome to Pictory, if you need help simply reply to this message, we're online and ready to help you." At the bottom, there's a cookie settings link and a notification icon with a "1" on it.

### 2. Navigating the Dashboard

- After logging in, you'll see the **main dashboard**.
- Options available: **Script to Video**, **Blog to Video**, **Edit Video using Text**, **Create Highlights**.

The screenshot shows the Pictory.ai dashboard. At the top, there's a purple header bar with the Pictory logo, a '3 days left' badge, and an 'Upgrade' button. To the right are links for 'Create a team', 'Help', a bell icon, a lightbulb icon, and a user profile icon labeled 'D'. Below the header, a main message says 'Hello! Click one of the boxes below to create a new video'. There are five buttons for creating videos from different sources: 'Text to video' (highlighted in yellow), 'URL to video', 'AI video editor', 'Images to video', and 'PPT to video'. A 'Record' button is also present. On the left sidebar, there's a 'Personal Workspace Free Trial' section, followed by 'Home', 'Projects', and 'Brand Kits'. Below these are sections for 'Collaborate with your team' and 'Discover'. Under 'Discover', there are two cards: 'Get started with 'Quick Start'' and 'Make better videos with our tips and'. The main area displays four recent projects: 'Tom\_Cruise\_loses\_patience\_with\_A\_ussie\_reporter...', 'Refer Pro - Blog Choosing-the-Right-Social...', 'Little Red Riding Hood - A Classic Fairytale', and another instance of 'Tom\_Cruise\_loses\_patience\_with\_A\_ussie\_reporter...'. Each project card includes a thumbnail, the project name, and the last edit date ('Edited 1 week ago').

### 3. Creating a Video

#### a. Script to Video

- Click on **Script to Video**.
- Enter or paste your script.
- Choose a video theme/template.
- Pictory will generate scenes based on the script.

This screenshot is identical to the one above, showing the Pictory.ai dashboard. The difference is that the 'Text to video' button has been highlighted with a yellow box, drawing attention to it as the specific tool being used for this step.

**Click Text to Video Link (Highlighted)**

## Script/Text editor

Cancel Proceed

Scene settings

Enter your video name

Paste from clipboard

Highlight

Start typing here, or paste your script using ctrl+v

Spell-check YES

Characters 0

## Paste the Script -Use ChatGPT to create the Script

Project

Little Red Riding Hood - A Classic

Previous

Preview video

Download

- Story
- Visuals
- Audio
- Styles
- Text
- Branding
- Enhance

Search...

Scene 1

Scene 1: Introduction

Scene 2

Visual: A storybook opens with an illustrated forest background.

Scene 3

Voiceover: "Once upon a time, in a quiet little village, there lived a sweet girl named Little Red Riding Hood. She always wore a bright red cloak, a gift from her grandmother."

Scene 4

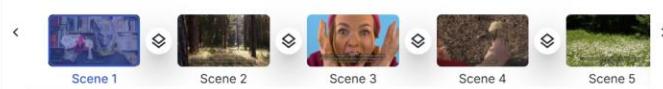
Scene duration: 1.7s

Landscape

Video duration: 4m 12s



Preview scene 1 Layers



Scene 1 Scene 2 Scene 3 Scene 4 Scene 5

## It will create a storyboard

Project

Little Red Riding Hood - A Classic

Previous

Preview video

Download

- Story
- Visuals
- Audio
- Styles
- Text
- Branding
- Enhance your video
- Enhance

Search voices

English

Accent

Age

Purpose

Gender

Premium voices (73) Multilingual Quota 0m 10s

Aakash, Male

Aakash is the pe...

Abby, female

Confident,...

Adam, 5 le

dition

Adam (legacy),...

Dear narration

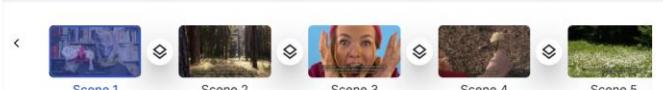
Scene duration: 1.7s

Landscape

Video duration: 4m 12s



Preview scene 1 Layers



Scene 1 Scene 2 Scene 3 Scene 4 Scene 5

## Add voice over using Audio Tab

## b. Blog to Video

- Click on **Blog to Video**.
- Enter a blog URL or paste the content.
- The tool extracts key points and generates a video.

Hello! Click one of the boxes below to create a new video

URL to video

Enter a valid URL (starting with http:// or https://)

Transform URLs of your articles or blogs into engaging videos. Type or paste a valid URL, and Pictory AI will do the rest.

Generate video

Add your Blog Url to create a video

Project

Refer Pro - Blog - Choosing-the-F

Search...

Scene duration: 8.9s

Landscape

Video duration: 1m 37s

Scene 1

Are you struggling to find the perfect social media platform for your small business? The right choice can ignite your brand's success.

Scene 2

Facebook, with its 2.8 billion users, offers broad reach and powerful advertising tools. It's the all-rounder for any business.

Scene 3

Enhance your video

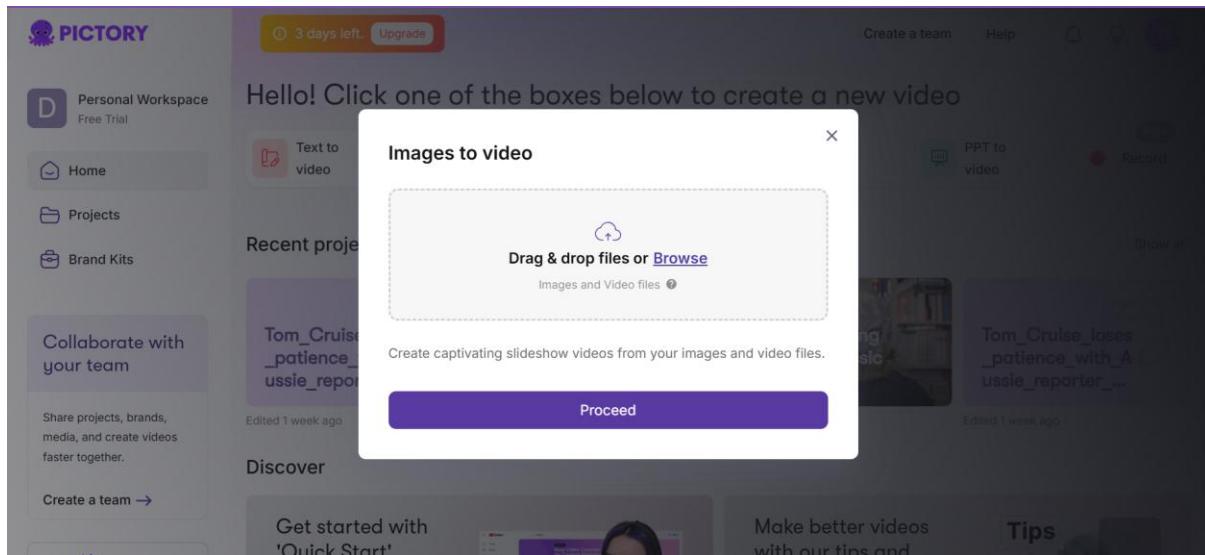
Scene 4

Scene 5

Create your video using the story board created from the blog

## d. Images to Videos

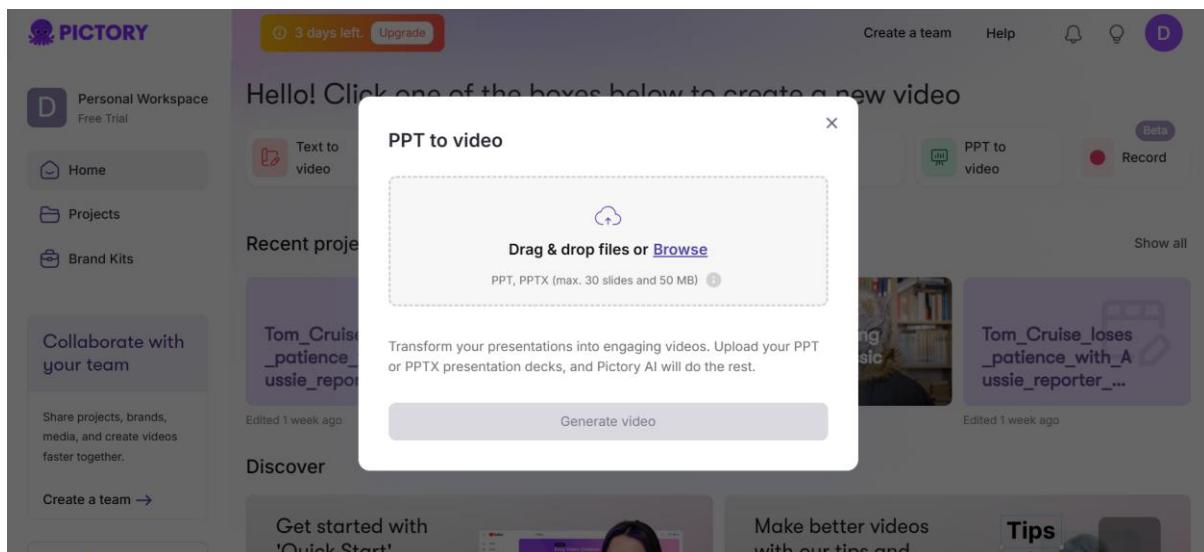
- Upload images.
- The tool creates videos automatically.



### Upload Images to create video

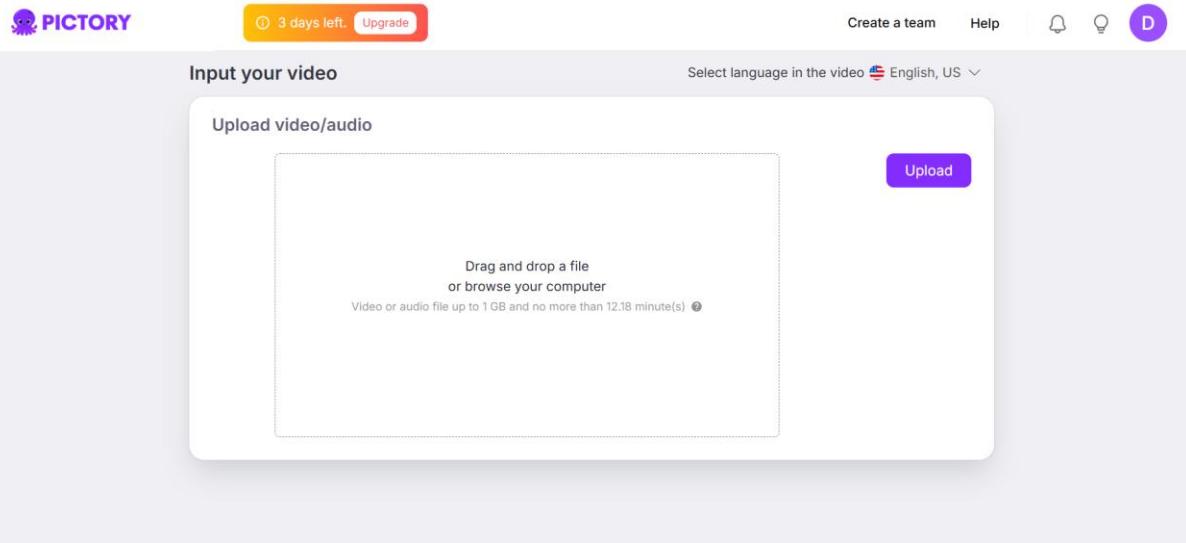
#### e. Create Videos from PPT

- Upload a PPT.
- The tool created videos from ppt automatically.



## 4. Customizing Videos – AI Video Editor

- Edit text overlays, background music, and voiceovers.
- Add stock videos and images from the built-in library.
- Change aspect ratio for different social media platforms.



## 5. Downloading & Sharing Videos

- Once satisfied, click **Generate Video**.
- Download in **MP4 format**.
- Share directly to social media or cloud storage.

## 6. Managing Projects

- Access saved projects from the **My Projects** section.
- Duplicate or edit previous projects.
- Organize projects into folders for easy access.

## 7. Subscription & Pricing

- Free and premium plans available.
- Upgrade for higher resolution, more templates, and AI voiceovers.

## 8. Troubleshooting Common Issues

- **Video not generating?** Check internet connection or reduce file size.
- **Slow processing?** Try closing unused applications.
- **Login issues?** Reset password via the login page.

## 9. Staying Updated with New Features

- Follow Pictory.ai's blog for updates.
- Subscribe to newsletters and join their community for tips and support.

## 10. Getting Help & Support

- Visit the Help Center
- Contact support via chat or email for assistance.